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It's a brand that's been around since 1964, and it's still going strong. So Paulo FC, the latest champion of the Copa do Brasil, is wearing Vans. It has a brand popularity score of 31 percent in the sneaker audience, and around one-fifth in that group own a pair of Vans. Meanwhile, there is still room for improvement in brand loyalty and brand buzz.

Vans brand profile in the U.S. 2024 | Statista : consumer : brand-profiles : vans : united-states

Classics will always be a wardrobe staple, and the latest style adaptations provide elevated newness for versatility in any outfit.

Level Up Your 2024 Style - Vans UK : news : classics-style